CLAIMS

What is claimed is:

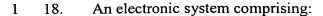
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1		A transaction	on device	comprising
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- a sensor module configured to receive a product identification for a product
- 3 through a product tag; and
- 4 a communication module configured to transmit the product identification and a
- 5 device identifier associated with the transaction device to a product server through a
- 6 privacy server to obtain product information from the product server without providing an
- 7 identification of a user of the transaction device.
- 1 2. The transaction device of claim 1, wherein the product server is to communicate
- 2 product information back to the transaction device based on the product identification
- 1 3. The transaction device of claim 1, wherein the communication module is to
- 2 transmit a request to purchase the product to the product server through the privacy server
- 3 without providing the identification of the user of the transaction device.
- 1 4. The transaction device of claim 1, wherein the product tag includes product
- 2 information for the product.
- 1 5. The transaction device of claim 1, wherein the transaction device is selected from
- 2 the group consisting of a privacy card, digital wallet, and a privacy card configured to be
- 3 coupled to a digital wallet.
- 1 6. The transaction device of claim 1, further comprising a product storage area
- 2 configured to store the product information for a number of products.

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7/	An electronic	transaction	device	comprising
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- a sensor module configured to receive a product identification for a product
- 3 through a product tag associated with the product;
- 4 a wireless module configured to communicate with a privacy system, the privacy
- 5 system comprising a secure mechanism for correlating an identifier of the electronic
- 6 transaction device with a user authorized to use the electronic transaction device; and
- 7 a communication module configured to communicate the transaction device
- 8 identifier and the product identification through the wireless module to the privacy system
- 9 to perform a transaction for the product.
- 1 8. The electronic transaction device of claim 7, further comprising:
- 2 a display module configured to display the product information for the product received
- 3 from the privacy system.
- 1 9. The electronic transaction device of claim 7, wherein the product tag for the
- 2 product includes product information.
- 1 10. The electronic transaction device of claim 7, wherein the user of the electronic
- 2 transaction device can purchase the product from a vendor through the secure mechanism
- 3 using the wireless module based on the product identification and the transaction device
- 4 identifier.
- 1 11. The electronic transaction device of claim 7, wherein the communication module
- 2 is to transmit a request to purchase the product to the privacy system without providing
- 3 the identification of the user of the transaction device.

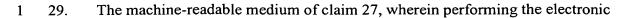
- 1 12. The electronic transaction device of claim 7, wherein the electronic transaction
- 2 device is selected from the group consisting of a privacy card, digital wallet, and a
- 3 privacy card configured to be coupled to a digital wallet.
- 1 13. The electronic transaction device of claim 7, further comprising a product storage
- 2 area configured to store product information for a number of products.
- 1 14. A method comprising:
- 2 receiving, at a transaction device, a signal based on a product tag associated with a
- 3 product;
- 4 transmitting the product tag to a product server through a privacy server indicating
- 5 a request of product information based on the product tag without providing an identity of
- 6 a user of the transaction device; and
- 7 receiving the product information from the product server.
- 1 15. The method of claim 14, further comprising performing a product transaction for
- 2 the product with the product server through the transaction privacy clearinghouse using a
- device identifier for the transaction device, wherein the identity of the user is not known
- 4 to the product server.
- 1 16. The method as set forth in claim 15, wherein performing the electronic commerce
- 2 transaction for the product includes receiving eCoupons related to the product from the
- 3 vendor through the transaction privacy clearinghouse.
- 1 17. The method as set forth in claim 15, wherein performing the electronic commerce
- 2 transaction for the product includes purchasing the product from the vendor through the
- 3 transaction privacy clearinghouse.



- a personal transaction device configured to communicate with a product tag
 associated with a product to receive a product identification for the product, the personal
 transaction device having an identifier;
- a privacy server coupled selectively to the personal transaction device when a transaction related to the product is to be performed based on the product identification, said privacy server authorizing the transaction based upon the identifier and account information of a user that is authorized to use the transaction device, wherein the transaction is with a vendor of the product and wherein an identity of the user is not provided to the vendor.
- 1 19. The electronic system as set forth in claim 18, wherein the transaction includes
- 2 transmitting eCoupons from the vendor to the transaction device through the privacy
- 3 server without providing the identity of the user to the vendor.
- 1 20. The electronic system as set forth in claim 18, wherein the transaction includes
- 2 purchasing the product from the vendor through the privacy server without providing the
- 3 identity of the user to the vendor.
- 1 21. The electronic system as set forth in claim 18, wherein the personal transaction
- 2 device is selected from the group consisting of a privacy card, digital wallet, and a
- 3 privacy card configured to be coupled to a digital wallet.
- 1 22. The electronic system as set forth in claim 18, wherein the privacy server is
- 2 further configured to selectively couple to a financial institution.
- 1 23. The electronic system as set forth in claim 18, wherein the privacy server further
- 2 comprises a financial institution.



- 2 comprises a secure database of transaction device information and user information, said
- 3 database accessed for authorizing the transaction.
- 1 25. The electronic system as set forth in claim 18, wherein the privacy server is
- 2 configured to interface to a financial processing system configured to perform financial
- 3 transactions associated with the transaction.
- 1 26. A machine-readable medium that provides instructions, which when executed by a
- 2 machine, cause said machine to perform operations comprising:
- 3 receiving, at a transaction device, a signal based on a product tag associated with a
- 4 product;
- 5 transmitting the product tag to a product server through a transaction privacy
- 6 clearinghouse indicating a request of product information based on the product tag; and
- 7 receiving the product information from the product server without providing an
- 8 identity of a user of the transaction device.
- 1 27. The machine-readable medium of claim 26, further comprising performing an
- 2 electronic commerce transaction for the product with the product server through the
- 3 transaction privacy clearinghouse using a device identifier for the transaction device,
- 4 wherein the identity of the user is not known to the product server.
- 1 28. The machine-readable medium of claim 27, wherein performing the electronic
- 2 commerce transaction for the product includes receiving eCoupons related to the product
- 3 from the vendor through the transaction privacy clearinghouse.



- 2 commerce transaction for the product includes purchasing the product from the vendor
- 3 through the transaction privacy clearinghouse.